

- Beth: [00:00:00](#) I got to tell you, I have had the chance now to live through this, this rise and fall, and this rise and fall, where you see just how fickle popularity is and all of that, and I've known what it's like to walk into an arena of 25,000 people to speak, and I've known what it's like to walk in to 50 and be dang glad that they showed up.
- Holly: [00:00:39](#) Welcome to the Vanderbloemen Leadership Podcast. I'm your host Holly Tate, Vice President of business development here at Vanderbloemen. Today we're beginning a new once a month series called How God Built This, where we talk with Christian leaders and find out the ways that God has moved in their life to build their ministry.
- Holly: [00:00:58](#) But before we get too far along, we want to give a big shout out to today's sponsor of the Vanderbloemen Leadership Podcast, Remodel Health. Remodel Health is the benefits platform that takes care of your team. Using innovative technology, their team of insurance experts walk alongside you and your staff to help navigate the complex healthcare world and provide a benefits solution that serves your team's unique ministry needs. Get a free quote at remodelhealth.com/vanderbloemen. That's remodelhealth.com/vanderbloemen.
- Holly: [00:01:31](#) We also want to give a big thank you to the team at Twelve:Thirty Media who produced today's episode. Twelve:Thirty Media can help you transform your worship experience at your church. Check them out today at twelvethirty.media. That's twelvethirty.media. Now on today's How God Built This episode of the Vanderbloemen Leadership Podcast, William Vanderbloemen, our founder and CEO talks with Beth Moore, founder of Living Proof Ministries. Beth founded Living Proof with the purpose of teaching women how to love and live on God's word. She has written numerous books and Bible studies that have been read by women of all ages, races and denominations.
- Holly: [00:02:13](#) William and Beth discuss how as a teenager she heard God's calling, and how the inspiration behind Living Proof ministries came together and what she's learned as Living Proof has grown to what it is today. Tweet your takeaways from today's episode using the hashtag [Vandercast](#), and make sure you check out today's show notes to join our Facebook group where we post behind the scenes content. We've posted pictures of William and Beth, so check out the Facebook group for behind the scenes content from this episode. Without further ado, here's

William and Beth's conversation here at our headquarters in Houston, Texas.

- William: [00:02:52](#) Well, hey everybody, we're so excited to start a new season of podcasts this year and one thing we're going to feature every month is an episode called How God Built This. We're talking to founders of ministries and churches. Some of you have heard of, some of you haven't. We're going to hear their story because if it's anything like my story, if you asked me, William, when did you plan for your company to be what it is? I just said, I never planned for it and only God could do it. I've got so many only God's stories and the longer I talked to founders, the more I'm seeing a common thread. It really is just only God could do it. So today to kick off this series, we thought we would have Beth Moore here and just on a flyer I shot an email over to her and she was kind and gracious and I think she told her staff she's coming over here and her staff said, what would they tell you Beth.
- Beth: [00:03:40](#) Well they just said, "Do you know him? What is he going to ask you?" I said, "No, I don't know him. Well what is he going to ask?" I have absolutely no idea. But we have a mutual friend and I happen to trust my mutual friend and I love the title of it. I love the concept of it. So I was in.
- William: [00:03:56](#) Well that's great. It's great to have you here and great to get going. I'd love to just dive right in. I figured you were a native Texan. Tell us a little bit about your story, you kind of growing up and how you ended up doing what you're doing.
- Beth: [00:04:08](#) Well, I'm an army brat, so I was born like my brothers and sisters. We're all over the place. Some overseas and some in different states. I was born in Wisconsin because my father was stationed there at the time and I was only there for a couple of years when we moved back to our home state of Arkansas. My hometown is Arkadelphia and around that area, a number of people may know of it because it is a college town within Henderson state and washed out baptist. So it's not really typical small town. It was mostly educators. So that made for its own component that was a very valuable to me because I came to love education so much growing up and we lived there until I was in the middle of high school and my dad took a job in Houston, Texas.
- Beth: [00:04:58](#) We moved from this town of 10,000 where all of our people were, where my great aunts and uncles, grandparents are all buried. We pick up, leave all of them, some of my brothers and

sisters who were older, so they stay in Arkansas and we moved to the big city and I've always believed it was probably the best thing that could possibly have happened to me. It's when I began to own my own faith because my family had been through a lot, William. We came to a time when... in a small town, everyone went to church when we moved to the big city, who knew? And my family had been through such a difficult time that they just dropped out for a while, but I still wanted to go. And so I literally drove myself. I got a ride with someone as long as, I didn't have a license, but once I got licensed a short time after I moved, then I just drove myself.

Beth: [00:05:48](#) It was a time of owning my own faith. Then I've been there ever since. What I did, I've always longed for the hills. It's not that I longed so much to move back to Arkansas, although I love it so much, but I do love the hills, but I as God would have it married a fourth generation Houstonian, so I'm not going anywhere. So we live out in the country that is as far out as I can get from the freeways. But this is my home and I'm a Texan through and through. I truly am.

William: [00:06:19](#) Well, we moved here not quite 20 years ago and I remember somebody saying to me, one of our neighbors and he said, "Houston is a great place to live, but I wouldn't want to visit there."

Beth: [00:06:31](#) I know. That's absolutely the truth. But the spiritual climate is wonderful here.

William: [00:06:38](#) Well, it's beautiful. Houston people don't know as an entrepreneurial city, it's part of why our company did it, did what it did. There's more Fortune 500 headquarters in Houston than any other US city besides New York. And so there's this, build this, build this, build this mentality-

Beth: [00:06:55](#) And diversity.

William: [00:06:56](#) ... And diversity and still in enough of the Bible belt that the church can be a build this, build this, build this.

Beth: [00:07:01](#) Yes.

William: [00:07:01](#) And there're fantastic churches all around.

Beth: [00:07:04](#) I've got to throw this out there because we have been very involved in interdenominational work. My ministry from the very start, I was raised in a denomination, but the ministry

wasn't. I'll be talking about living proof in a few minutes. That is what the Lord entrusted to me. So it's always been interdenominational. So I've done lots and lots of work in and it was just shoulder to shoulder with people all over the city from various streams and traditions of the Christian faith. One of the things, William, that was a very big surprise to me when I began then to be on the radar with other people out in, then I called the real world where I found that that was not as true, that there was not the kind of comradery.

- Beth: [00:07:50](#) There is a goodwill between many of the leaders in Houston toward one another.
- William: [00:07:59](#) I think that's right.
- Beth: [00:08:01](#) It is true and I really wasn't prepared for it to be so different out in the broader spectrum, but it really was because Houston is for all that it lacks in beauty and all that it lacks in climate, in seasons. It makes up for in a warmth between people. I think that's fair to say and that was true for us spiritually. It really was.
- William: [00:08:26](#) Well, and your husband is in the minority. There are very few fourth-generation Houstonian's.
- Beth: [00:08:28](#) Well, that's absolutely right.
- William: [00:08:29](#) Most people aren't from here. It's like a 7 million person college campus. Everybody's got to get to know each other and, yeah.
- Beth: [00:08:34](#) It's true, it's true but I love it.
- William: [00:08:36](#) You ever get back to Wisconsin?
- Beth: [00:08:38](#) I was just there. It is so odd that you would ask me that because how often would I be able to say, like I came home from there four days ago. I just served in Green Bay, which is where I was born and even took it a packers game.
- William: [00:08:50](#) Wow!.
- Beth: [00:08:51](#) Oh yeah.Oh, yeah.
- William: [00:08:52](#) Wow! Packers Texans.

Beth: [00:08:53](#) Yeah. Yeah, it sure was. And so what I did, because when I was going, I just was prepared to have a Packers Jersey. And then I was like, "Wait, what?" Because I love basketball, but I've not really been into football all that much, so I don't keep up as much as I should. And so all of a sudden it was like, "Oh no." Now, because really I am a Texan. I was born in Green Bay, but I am a Houstonian. So I ordered two jerseys, a Green Bay Packer Jersey and a Texan Jersey. I took the front of them and had them sewn together and I wore them both.

William: [00:09:30](#) Oh, sorry.

Beth: [00:09:30](#) And so just depending on where I was at the game as to which side I turned my shirt.

William: [00:09:36](#) Well I ask cause I'm a native... I'm a Texan, but was born in North Carolina, but my people came over to the United States and landed in Two Rivers in Wisconsin.

Beth: [00:09:46](#) Really.

William: [00:09:46](#) Yeah. The only other William Vanderbloemen lives in Madison, Wisconsin. Only one on the planet. I know this because he's a security guard for the university there. I get a Google alert every time he-

Beth: [00:09:57](#) You have got to be kidding.

William: [00:09:57](#) ... arrests somebody.

Beth: [00:09:57](#) You have got to be kidding. And then there are times that you sort of wish you could trade jobs with him. That's how it goes.

William: [00:10:05](#) I know. I know. I've been tempted to go up to the campus and break some modern law and get arrested by William Vanderpool, but my staff won't let me, so. Well let's fast forward a little bit.

Beth: [00:10:14](#) All right.

William: [00:10:15](#) So you're attending what church and what happened to say maybe I ought to start a Bible study.

Beth: [00:10:22](#) Okay. This would go back a little bit further than that in that I was in college at Southwest Texas State University in San Marcus, which is now Texas State University. I had been raised

in church and in my growing up years, which is not uncommon for... I'm 62. And so this is not uncommon for my generation to tell this kind of a story if they're from my basic tradition, which is southern Baptist that I was raised to go to church every single time, the doors open. But there was not a lot of discipleship at home. We didn't talk about it a lot at home. We were taken to do that. But I had a heart for God from childhood on that I can only explain in that he just meant it to be. But I had a very troubled childhood.

Beth: [00:11:15](#) Lots and lots of problems. Was a very haunted, tormented adolescent, but extremely successful in what I did in extracurricular activities, that kind of thing. So there's this mix of a mess that could wear it well and went to college. And after my freshman year of college, I was at a camp sponsoring a group of girls in a mission can, a group of sixth graders. And I synced a call on my life at that time that I have never doubted and I've wanted so many times to go back and relive because I did not see a vision. I did not hear anything, but I knew, I knew with a greater certainty than I can see you with my own eyes.

Beth: [00:12:02](#) I knew that my life had completely changed in that moment, and so it began. Then I went, I didn't know what to do, and I went and told the director of the camp, I don't know how I had this wherewithal. At 18 I told her what I had experienced and she said, "You have had a call of God and you need to walk the aisle at your church this coming Sunday and you need to tell your pastor."

Beth: [00:12:25](#) I did that. And sure enough at the end in our traditions-

William: [00:12:31](#) Now this was a call to ministry. Right?

Beth: [00:12:31](#) Exactly.

William: [00:12:31](#) We don't do that enough anymore.

Beth: [00:12:32](#) No, we don't. And listen, I have gone back over this a million times because the fact that I made it public carried me through so much sin and defeat and disaster because I thought all of my hard life was over then. I had not begun to live my hard life yet, and so the fact that I made it public and literally shook their hands, they looked me straight in the eye. I don't know. There was such power in it. I did exactly what she said and so I was on my way to becoming a lawyer, I wanted to go into government like my grandfather had and then it was like, "What in the world do I do?"

- Beth: [00:13:18](#) Listen, there is nothing more useless than a political science major who does not follow through. You know what I'm saying? So I've got my teachers-
- William: [00:13:25](#) Well you had to say do you want fries with that?
- Beth: [00:13:28](#) Exactly.
- William: [00:13:28](#) Yeah.
- Beth: [00:13:29](#) Exactly. I did everything I knew to do because the Lord, I love this about him in that he was insistent with me. He didn't say what I was going to do. He just said, "You're mine." That's what I sensed. You will do, you will work for me. Well, what, where will it be? What can a woman do? Remember my tradition. So long story short, everything after that became the one thing I knew, whatever I do, it needs to be blatantly for Jesus. So I marry, I start going to church. The very first thing that happens, this is early 80s, they go, "Beth, we want you to teach us and aerobics class." I said, "Well." Because this is... I said, "Well, I can't do anything."
- William: [00:14:19](#) Like leg warmers and the whole thing?
- Beth: [00:14:21](#) Oh, yeah. I lived all of it. I don't mind telling you, I'm not sure. It was not really the peak of my industry. I really, I cannot swear to you that it's not the best I've ever been in anything I've ever done. It was the most at home. This was my fish to water and I was just made for legwarmers. So I said to him, I said, "Well, I can't do it unless I can do it." As ministry, I made this commitment to Jesus. And so it was at the very beginning of people like Michael W. Smith, people, Steven Curtis, Chapman, Amy Grant that this first wave of Christian contemporary music. So I choreographed all of it. I made it, I turned it into ministry. Listen, we had a blast.
- Beth: [00:15:02](#) Meanwhile I was beginning to speak. I would not have necessarily known that, that's what I was doing, but I was, I was. Then by 25 years old, I was blatantly being asked then I could remember that that was the first time I was formally asked to stand at a microphone and bring a message of some kind. But the real change for me came at 27 when I was asked to sub for a Sunday school class for a woman that was going to be out for a year. I'd been raised in Sunday school.

- William: [00:15:38](#) Now pardon the interruption and forgive my ignorance, I grew up Presbyterian in the south, and the definition of Presbyterians in the south is we're not baptist.
- Beth: [00:15:46](#) Yes.
- William: [00:15:46](#) That's it.
- Beth: [00:15:47](#) That's it.
- William: [00:15:48](#) I don't know. So you're asked to teach Sunday school classes, is that class just to women. What does it like being a woman in the 80s with the call of God on your life?
- Beth: [00:15:57](#) Everyone from my tradition is smiling right now at you, William, if not making a little bit of fun of you because absolutely it would mean only teaching. Yes, such is still a problem today. So I laugh about that because I ended up with lots of guys by the time my Sunday school career ended at 23, but I have 23 years of teaching, not 23 years old, 23 years of teaching because we couldn't get rid of him. And so we just went, I don't know what to tell you. I don't know what to tell you. I was going to teach and you guys figure out what we do from here. But all that to say it was that year that God turned me into a teacher. So up to that time, I would've been what you would have called a Christian contemporary motivational speaker.
- Beth: [00:16:53](#) I would have been in that category.
- William: [00:16:55](#) In jazzercise.
- Beth: [00:16:56](#) Oh, absolutely. I'm good at it. It was just fun, fun. We had so much fun. So all that was happening simultaneously. This was when I fell in love with the scriptures, fell in love with the scriptures. So at that time I started teaching. I got a heart to go really hard with a class. I was doing Sunday school, but I wanted more than 35 minutes. What would happen if I was able to find a class that really wanted to go forward with this thing? I got an opportunity to teach a weekly class that then was outside of Sunday school where we could really do the thing. This is what began to develop the ministry because that's when I knew that every thing in me was to call people to know and love the Lord Jesus Christ, through the study of scripture that became everything to me, is everything to me to this day.
- William: [00:17:52](#) What year was that when?

Beth: [00:17:52](#) That we incorporated. It was long before that, that I started teaching Bible Studies. So I would have been doing that by my late 20s but we incorporated into living proof in '94 as a nonprofit. And the only reason I did that is because I had to come up with a name of what we called what we were doing, this gathering. I loved living proof because I based it on Hebrews 4:12, that the word of God is alive and active. My idea behind that is that that when we study, we become living proof that his word is alive and active, that it's alive and active in us and that we're changed by it. We're transformed, our minds are renewed and therefore our decisions are different and that this is key to everything, to living victoriously. I chose the name living proof. Well, a woman wrote me a check for \$1,000. I'll never forget it. This is back in the early 90s it might as well been \$100,000. A thousand dollars and she made it out to living proof. And I thought, what do I do with it? [crosstalk 00:18:54].

William: [00:18:54](#) I guess we have a ministry.

Beth: [00:18:55](#) Yes it is. Yes. I don't know what I'm supposed to do with this. I go and open an account and then my husband says, "I'm just going to get chill. I'll just going to set you up with my CPA at work, my husband's company for Huostonian's. Otherwise, they won't recognize this." But John Moore Plumbing company, we are those Moore's, we no longer own it. But John Moore was my father-in-law and then Keith ran it and then he brought in a partner and the partner owns it now and he is retired. But he said, "You know what, I want you to meet with my CPA and maybe he can just help, set you up in a non-profit." We laughed so much about it because even the CPA said that he could not have seen what was coming for anything, there's just a lot, keep the little housewife busy.

William: [00:19:39](#) Oh, wow!

Beth: [00:19:39](#) That's what honestly... and I'm not sure I wouldn't have thought the same thing. Finally it got to the point where he said, "I need to tell you all something. I'm no longer your person for the..." He said, "You all have, I don't know now what to even do with you all. I'm going to have to hand over to somebody that understands that." Because we just... we'd grew in spite of ourselves William. [crosstalk 00:20:01].

William: [00:20:02](#) Beth goes off to the mountain and comes back with this idea they have a national teaching industry internationality.

Beth: [00:20:06](#) Oh, gosh no.

William: [00:20:08](#) What did you think was... when you started, what was the thought, well maybe this will stay afloat. Where was your field of vision in that first year that you incorporated?

Beth: [00:20:19](#) I think it was to have a place to stack stuff. I do because my dining table, I've always been a better student than a cook. My dining table, I love to study and I've been asked so many times, do you... what does that look like for you? How many people do you have? Well, although Melissa Moore my daughter is a research assistant and we co-write on some of our works together. She still research is a different realm than I do. We still do two different things. She's got a very academic, she's gone that route. She's got three master's. So she goes that route. I still go the traditional route of commentaries, dictionaries and all of that kind of thing because I love that whole process.

William: [00:21:12](#) I'm seeing your dining room table.

Beth: [00:21:13](#) Oh, oh, it was terrible. And you know, and my [inaudible 00:21:16] I was just a mess and all these papers, I don't know what, what is with me and papers, but it's just paper tyranny everywhere. Then it was my word processor and all of this. So it truly was a place to put stuff. And then it started being, I had a woman that just simply said, "This is how much the body of Christ helps tell you what it wants from you." I say this all the time, William, I hope somebody's going to hear this, that it may help listen carefully to what the body... that doesn't mean the body of Christ controls you. But listen carefully, our spiritual gifts are going to be effective. If we're working within our spiritual gifts, they do have effect and it'll be differing degrees because we want to grow in it and therefore get more effective at it. But it has an effect. And so the body will then begin to tell you, I want more of that from you. Because what is it doing?

Beth: [00:22:07](#) It's edifying them. Our gifts are given to us, but they're not for us. Therefore with the body. And so this is what happens. So a woman, an older woman, the kind that would go get her hair done on Friday, you know what I'm saying? Just once a week.

William: [00:22:22](#) For a long time.

Beth: [00:22:23](#) Oh yeah. And she wouldn't be back. She wouldn't go back to the hair dresser the next round. I just want you to picture this whole thing. She just came in one day and she said, "Listen, I'm just going to set up this recorder. Just don't pay any attention to it." But she said, "Someday somebody might want one of these lessons." Well that became a whole cassette tape ministry that

funded our entire ministry for years. That then became of course CDs that then became... then of course we went digital, but all of... I didn't chase any of it.

Beth: [00:22:57](#) I didn't, I'm obsessed with what I actually do, which is I love the scriptures and I loved my thing above all else. I love to see somebody get on their feet in Jesus and I love to see somebody stay on their feet. That drives me at all times at all times. So that preoccupies me constantly. So how in the world all of this works around me. This has happened because God brought together just one at a time. We top out at living proof at about 16. We contract most of what we do so that we can stay small. Like we don't, we just, we didn't do it in house. Say for instance like precept would do with Kay Arthur where they are doing it on the premises? No, that was as was life [inaudible 00:23:45] thing that they did the curriculum and then our little house here in Houston, we max out at that house and we've got lots going right now. So we will probably have hires coming. But still, even then I don't see us getting much bigger than 20 to 25.

William: [00:24:00](#) Well let's walk back for a minute. Because it's you, it's your dining room table and you're looking for a legitimate place to stack things. Sooner or later you've got to hire somebody and you've got to think through payroll and you've got to think through all these things that have very little to do with people standing up and Jesus and continuing to stand up.

Beth: [00:24:21](#) What is the truth?

William: [00:24:22](#) How do you deal... what was that line-

Beth: [00:24:24](#) [inaudible 00:24:24] something didn't see coming.

William: [00:24:25](#) What was that like and how did you deal with it?

Beth: [00:24:26](#) Well, what I did, God has been so faithful to me because from the very beginning, this that I'm about to share with you, the implications it has had long term cannot be emphasized enough. Because what happened was that friends that had the same kind of passion that they're just what?... I just had buddies that were like, "Man, I'll do this with you. I'll come to Bible study, I'll give out. I'll run off handouts. I'll do this or that." So it began with volunteers and the very first person I hired, it was because they had volunteered and listen William when I hired her, if we made 20 cents, she made 10 and I made 10. There was no, and I say this because that particular perspective kept

us from ever becoming a hierarchy where I somehow got exalted.

Beth: [00:25:43](#) It has just never been true for us. Because we were all, these for my peers, and yet if I would anticipate you asking me next now, "How did you do that?" Because somebody has to be the boss. But I've had godly enough staff along the way that they understood that kind of leadership. I had been in very much of a leadership role in my teaching. I haven't... I was going to say, a natural kind of authority but I hope, I hope that it's more than that. I hope it is. It's supernatural. But they did not have trouble.

Beth: [00:26:19](#) It wasn't the kind that they would have resisted. That was not too much of a problem. But what it meant from the very beginning is that there was just a strong sense of everybody here is important and nobody here is going to be isolated and sickeningly exalted. And so even though it's very different, I have very young employees, I have one that hadn't even turned 20 yet, one that's 23 and on up from there. But still it's that same feel. We are all one another's dearest friends that can have its complications. But overall it has worked for us.

William: [00:27:02](#) Well, I would say it's a supernatural authority and I've watched people that build, I've watched people that God uses to build things. Right? And I've seen a common trend and maybe it's not true for you, but my team will tell me, William, you lead with yes. People call with an opportunity to say, "Oh sure, we can do that. Oh sure we can do that." And then my staff has to clean up the mess that's behind all that. Tell me, is that happening at all? Can you tell us a story of where you kind of said, "Absolutely." Tell me a story.

Beth: [00:27:30](#) Okay. Now listen. Now listen. We have a quote on the wall that says, "I know that's what she said, but that's not what she meant." This is what because they'll say, someone will say to me, "We would love for you to come speak at our church." And I will say to them, "I would love to because I want to." And so I said, "Please by all means." They'll say, "How do we find out?" Well, here's how you find out. Well, and so they'll say, "Beth said she's coming, she will come to our church." No, no, no. She said she'd love to them. She, the woman does not know her own schedule, so, oh yes. I have a lot of that. I have a lot of that.

Beth: [00:28:11](#) I also, I am a visionary so I get a lot of things in my head. but if they stay, if they... if I can't shake them off, then ordinarily it'll come to something like a couple of years ago, I just... I've told myself, I want to start opening the ministry. Just find the door

wide open on one day a week for people at the new now or anybody that needs prayer to just come in, just come in and be prayed for. Well, several in my ministry were like, "All right, what are we going to do about security?" If I told you all the issues that I've had, that you would know that they had reasons for asking that question.

William: [00:28:57](#) Well if you say, if you're crazy, Jesus can fix it. If you're lost, come home. It tends to draw some people with issues.

Beth: [00:29:04](#) Well, it really does and when you're hated, you know what I'm saying? I have that, that I live a very weird life because there are very few people that seem to feel just neutral about me that either liked me or they hate me.

William: [00:29:23](#) I can relate.

Beth: [00:29:23](#) Yes. And so there you are. And so they're just like, "What are we going to do?" And where are we going to be when people have lost their mind walk through anyway. So I tried to, I tried to go with that, but I couldn't lose the thought. And so finally, a couple of years ago, I just said, "We're starting this in January." And we have had the biggest [inaudible 00:29:43] and God has been so faithful to us. But yeah, we do have that factor for sure. We do have it.

William: [00:29:49](#) Have there been times like early on where there are times where you're like, "I don't know if this is going to make it five more years. I don't know."

Beth: [00:29:57](#) Oh, at least once a week.

William: [00:30:02](#) Really?

Beth: [00:30:02](#) Oh, well I don't necessarily say it to them, but you know, I'll just, yeah, for one thing, visibility is a beast. Let there be no mistaking that. People that are hunting this down and think this would be the life we need to put it in a lower gear. Really give it some thought and I'm going to tell you, you know what, it never has been without its snares throughout church history. But one thing that does make my generation maybe a little bit different than someone really seeking celebrity status in their 20s right now in this very numbers oriented social media world is that as older ones grew up in leadership without that.

Beth: [00:31:12](#) And so we were not driven by that and we were, God pounded us out on the anvil. We were... gosh I wouldn't, I'm nowhere

near in the shape. I need to be in even now. But I have been beaten into shape in leadership for years, for years. If you get out there too far and all of us do it first, we get out further than our character can carry us. But you do that too quickly. And you are going to descend into the abyss and thank God, he can reach down his arm is long, and his mercies are new and his love is deep and he comes for us. But that has been, we sort of... my generation did it a different way in that we didn't see it coming. I got to tell you, I have had the chance now to live through this where you kind of this rise and fall and this rise and fall where you see just how fickle popularity is and all that.

Beth: [00:32:38](#) I've known what it's like to walk into an arena of 25,000 people to speak. I've known what it's like to walk in to 50 and be dang glad that they showed up. I have written this whole thing and I'm going to tell you that what has really helped me along the way is that what I love the best is class. I'm a teacher. I'm a teacher. So even when I have an event in an arena, I'm still trying to turn it into a classroom because I'm still going to use the PowerPoint. This are our points, this is what we're still going to flip back and forth. And I constantly beg them, do not make me speak to you in tweetables please, please don't. Please don't make me do that. Please. I just, can we just have a lesson and can we just have a little progressive revelation and work up to the points that I have to impress you every five minutes?

Beth: [00:33:38](#) Because here's the thing, William, this is what all of us know that our communicators, we know how to go in and get a group on their feet.

William: [00:33:47](#) Yes.

Beth: [00:33:47](#) We know how to get them to chill. We know every one of us who has been out there any length of time at all. We know how to get a standing ovation. We know how to get noticed and is that what we're going to do or are we going to be faithful to what God has called us to? And Are we just going to just teach? Just do the best we can to communicate the Gospel and the word of God and stay true. There's such a fighting to stay true. It's just, it's vicious. So one of the things that has helped me is that I have not found numbers to be a friend. That all it does is enlarge your problems. I want to be faithful to it so that if that's where God wants me, but I better be where I can then turn around when I run all of them off, which I do about every six months, I run all of them off.

William: [00:34:50](#) In the early days, and maybe it maybe not the early days, I'm guessing there's a time where God provided a ram at the very last minute in the bush where there was, you look back now, the lights would not be on, had God not intervened at that moment or at this moment. [crosstalk 00:35:07]. Does the story come to mind of one of those times?

Beth: [00:35:10](#) [crosstalk 00:35:10] I got to tell a friend the other day that was telling a brother that was just basically telling me that he... what I'm going to put in my own words, burn the thing down and for himself. I said to him, "Maybe you're capable of doing that." Most of us are not strong enough because God is determined with his children and he comes back for us and is determined to put us on our feet and restore us and keep us at it. And he already knew it when he called us that we were going to be idiots at times. But there would've been times that I would have just been sure just over controversy that it was over. It was over. Oh, it would've been as recently as three years ago. I'd have told you I had burned the place down. You have to know in your heart if you can live with that. I knew that I'd probably burned it down and I got to be honest with you William. I was good with it. But he's... God's faithful, he's hard to run off.

William: [00:36:27](#) He is hard runoff. I think people have... I don't know, kind of a house thing on view of what it's like to own your own thing or build your own thing or be in charge of your own thing. And I get young business women and men come to me all the time that have started out. When you started out, when did you know you would make it? And I said, "And my answer is ask me in 20 years."

Beth: [00:36:47](#) Absolutely.

William: [00:36:48](#) I don't know, there's a time, I won't say it out loud, but there's a time on our calendar every year when things slow down, it's every year. And my staff just keeps me away from tall buildings, it didn't matter how long we've been doing this. It's like, this is it. It's over. We're done. Close the shop.

Beth: [00:37:01](#) But do you not think that that is God's mercy?

William: [00:37:07](#) Yes.

Beth: [00:37:08](#) Do you not think that he does not set us up in such a way we can never be certain that we've made it. I never, I am... Okay. I was 18 when I surrendered. I'm 62 that's a lot of years and I have never ever felt like there was permanence with living

proof. I've always known, I've always known the dorky luck. I've always known. I've always known that, that could be the last Bible study anybody ever wants. I've always known that. I think that has kept me where I just, it's yours, Lord. It's yours. It's yours to open. It's yours to close. It's yours to expand. It's yours to shrink. It's yours, it's yours. But here is what I do know. The only thing that I am fairly certain of, I'm only going to use that word fairly because I just think I better, let's not get tested on this. I'm in... I can hardly say this without wanting to cry. I'm in with Jesus to the death. If I've got presence of mind, living proof may exist or it may not. I may be at a shelter for women in crisis.

- Beth: [00:38:25](#) I may be unrecognizable, completely off the radar, but God, I fell in love with him early and no one has ever compared to him to date.
- William: [00:38:39](#) Wow!
- Beth: [00:38:41](#) And so, Amen. Amen. And that's why you just have people that want to make you quit so bad. Just want, just want you to quit. I just want to say to them yes to them, it's too late. It's too late.
- William: [00:39:03](#) Wow! That is so good. Let me shift gears to a little lighter story. Okay. I'm going to get candid and transparent. Beth's heard this story, but it's been a hundred years ago, 10 years probably. We were at a conference in Atlanta called Catalyst and you and I've never met at the time. I used to run, I think it was Wednesday, Thursday, Friday, and so it end on Friday. There were three of us at 'the company at the time' whatever it means when they're three people. I think one of us was a CEO and one was a CFO and what, which is handout titles. We would host the green room because that's where all the speakers were and the speakers were clients. I'd talk to everybody. I'd go to bed horse and wake up tired and just work my tail off and things ran a little long.
- William: [00:39:55](#) We got down to that Atlanta airport, which is so easy to get to from the Ganette Center. It's only like a 17 hour drive. It feels like the guy down there and got lucky and got an upgrade because they fly a lot. I thought, Adrian's picking me up from the airport. It's Friday afternoon. I've worked like a dog, I'm going to get a beer. This is going to be great. And then Beth Moore sat down across the aisle from me and I'm like, "Kid [inaudible 00:40:22]." So I had a diet coke, and it was awesome.

Beth: [00:40:25](#) You had to say it was. Well, I tell you, the reason why that story killed me is because I do not think people quite know that I have not had the luxury of a very naive love. I have got the most colorful extended family. You can imagine if you can-

William: [00:40:46](#) That's a big statement. I'm from western North Carolina.

Beth: [00:40:48](#) I'm telling you. I'm telling you it's the truth. So I do not have a lot of that in me. Plus I have had a lot of... you live along that the longer you live, the more you have that judgemental side of you beat the snot out of.

William: [00:41:02](#) Oh, my gosh. Yes.

Beth: [00:41:03](#) And so, you know what I'm saying to you. But I'm going to tell you my thing. I have not done it in years and years and years and never did do it as I have it. But to this day after a lot of stress, I do wish I had a good cigarette. It's not so much the beer that I'm going to think, but I think to myself, I just, I'll tell you one, just one. I just would take just one right now. You know, my mother smoked and it just seemed like she just was so cool about it and I thought [inaudible 00:41:29].

William: [00:41:29](#) Listen, I grew up North Carolina. I was... before I knew, oh before knew Jesus, two and a half packs a day. I quit. I quit. As it's funny on Ash Wednesday just because why not and was just going to do it for lent and-

Beth: [00:41:43](#) And ash is in a hole.

William: [00:41:45](#) Exactly. I lived in this town called Winston Salem where they-

Beth: [00:41:48](#) Dear Lord.

William: [00:41:49](#) ... where they make a few cigarettes, but now I bring up the flight because I remember and we've talked about it some before the show that Amy had you give a talk about dealing with criticism or something like that. And that was 10 years.

Beth: [00:42:02](#) Yeah. I don't know why I'm laughing about that, but because I was telling you, and maybe there'll be a little bit amused by this, that it is a really, it's real to be the person, the current person in just like say cultural, like social media, cultural Christianity that is most associated with who gets criticized the most. And it's me that, that is a very weird position to be in. Because you're right, that was 10 years ago when I needed that.

- William: [00:42:32](#) Well, what have you learned since then? What would you... how would you give the talk now? I mean you've kind of, I remember you remember the old cartoon, the far side.
- Beth: [00:42:42](#) Yeah.
- William: [00:42:42](#) And there's one where these two deer were standing in the woods in there and they're drinking their morning coffee and one looks at the other one. The other one's got this big red circles on his belly. He says, "That's just a real [crosstalk 00:42:52].
- Beth: [00:42:54](#) Yes. Yes. I have laughed with both of my daughters. I've got the funniest daughters in the world. They're both young adults in their 30s and I'll say to them and they always know what I mean. I was such a sweet child and then we're all just die of life, because how in the world all of this happened? I don't know. But I will tell you this because I'd still feel the same way. We better be true. We better be true. What I mean by that is it is really easy out there and a social platform world to just jump on a bandwagon of issues and just say something cool. But the thing about it is when you get tackled for it, it better have been true. And those things I don't like what I've been through.
- Beth: [00:43:46](#) It got to the point and even recently where I would call it, nothing less than pure harassment. If we can come to that point where it's pure harassment that can come to you. I especially do not like the effect it has had on my family, but of the things that I have probably been hit for the most. Yeah. Those are things, those are convictions I'd still stand with.
- William: [00:44:16](#) So it better be true.
- Beth: [00:44:18](#) It better be true. I'm just going to tell you that what I got to be able to do is lay my head on my pillow and shut my eyes in peace and know that I have stood for what I believed with all of my heart was right. And I don't know. I feel a responsibility. I feel like any of us that find ourselves being listened to in times of crisis, when we look out in the public sphere and Christianity does not vaguely resemble Christ. I don't know how to be silent. I can't think of a lot of it. I would not do all over again. So, no, it's not fun.
- William: [00:45:26](#) Good for you.
- Beth: [00:45:26](#) It's not fun.

William: [00:45:27](#) Good for you.

Beth: [00:45:29](#) But it's part of it. And you know, here's how I feel about it. I'm old. And by that I mean what are they going to do? Come get the ministry, you know what I'm saying?

William: [00:45:44](#) Yeah.

Beth: [00:45:44](#) If it close the doors today, we've ministered for 35 years. They can't take Jesus from you.

William: [00:45:51](#) No, that's good.

Beth: [00:45:53](#) I'll find some place. I love to serve the local church. What are they going to take from me?

William: [00:45:59](#) And you'd probably love to come to my church.

Beth: [00:46:03](#) Absolutely. Absolutely. So I don't know. I don't know. I just, some things... some things are just worth it.

William: [00:46:10](#) Well, I'm putting you on the spot here, but what's coming to mind is for those of you listening, the bulk of what we do as a company is churches and ministries and Christian schools and such call us for their key staff. So we work with a lot of churches, helping them find their pastor and pastors will call us saying I think it might be time for a change. I just sense God moving. My season's coming to a close and then I'll say to them, "It's Monday. Don't call me on Monday. Call me back on Tuesday."

Beth: [00:46:40](#) Oh, absolutely.

William: [00:46:40](#) Being pastors, people who are pastors don't get it, but like Monday is when you are ready to quit.

Beth: [00:46:45](#) Exactly.

William: [00:46:46](#) For the women and men sitting out there right now and it feels like Monday, what have you learned about dealing with critics that you might pass on to them as a word of encouragement?

Beth: [00:46:57](#) I think that we'd better know, especially if you're out in the social media world, which many of us are, whether it is one part of it or whether it's Facebook or whether it's Twitter or Instagram. I grin when I say Instagram because thank goodness

it's still a little bit naive. It hasn't really taken on that flavor yet and I'm good with that. In the beginning it was the reason why I was resistant to it is because I was all like, "That's not even the real world." But now I'm all like, "Oh let's get [inaudible 00:47:28]. You know I've got [inaudible 00:47:30] affection for it. And this last year, in fact somebody was smart, I think he [inaudible 00:47:33] to me recently and I want to tell him you know what, this is not Twitter. You go back to Twitter and I'll deal with you there but don't you mess with my Instagram page.

Beth: [00:47:40](#) But one of the things that I would say like here recently I took a whole month off and I would say that I would say be very, very careful with your soul. I got a word given to me about a year ago that I thought was so important and I passed it on. In fact, I'm going to tell you this story because I've not told it to his soul and I think this is a really good time to tell it. So I want to circle out how, I hope I don't forget where I'm going with who I share this with. But I got a word from somebody that knew I was really under a lot of criticism and they said, "Be careful Beth, over your soul because it has gotten an erosive effect and it cumulates and so be careful, be careful, be watchful." And it was such a good word. Such a good word.

Beth: [00:48:33](#) I've passed that on before, and I want to say that to anybody be careful. You don't just have to make yourself vulnerable for everyone to hit. You do get to say occasionally, you know what? I'm going to pull back from that some. I also think William, that we come to a day with such easy access. You may not agree with what I'm about to say, but I finally began to tell my staff a couple of years ago, actually you don't have to answer every email. If it is so ugly and so disrespectful that and you know it's not... there's going to be no reasonable conversation whatsoever. You know what, let me introduce you to a wonderful feature called delete.

Beth: [00:49:16](#) And so I don't know how you feel about that, but I do feel, I think there's a time to draw a boundary. But I want to tell you quickly a story because maybe a number of listeners, they may or may not, you can decide whether to keep this or not. But there was a well known author, speaker, teacher, by the name of Rachel held Evans that some months ago, tragically died of complications, a seizure, complications from the flu, very just shockingly, shockingly. And Rachel and I had been on opposite sides of many issues.

William: [00:49:58](#) She was an excellent debater.

Beth: [00:49:59](#) She really was. I mean, she was a formidable foe and I miss the heck out of her. She and I had been round and round on some things and at that point that that word was shared with me. I was getting hit at the same time she was and we were getting hit by one another's people. This is a weird little factor here, William, but I'll share it with you. I don't like to see people that agree with me go viciously after people that don't. I don't, it's not my way. I sort of want to say from time to time, you know what, since you're doing it on my behalf, you need to know it's not my way. It's just not my way. But anyway, we can't control that. But so it was a free for all.

Beth: [00:50:56](#) I had to follow her in order to DM her to direct message her. And all I had ever known of Rachel was what was always retweeted or somehow responded to whether it hit the controversy, whatever it might've been. And I didn't dislike her. We just were on opposite sides of some, some issues. I followed her to direct messenger her and I said, "Listen, somebody just gave me a word to really watch over the erosive effects of this." I said, "Rachel, no woman I know in, in this." Because there's popular realm of Christianity on social media, gets hit like you and me. And I said, "Rachel, watch for your soul." I said, "I just want you to know I care about you." Well it sort of opened the back door.

Beth: [00:51:54](#) Well, the odd part about it was that because I'd followed her, I didn't know what to do then. I didn't know how to unfollow her. I thought, well that's so rude. How do I now I just followed her. So what? How do I unfollow? Well then I saw a person not just aside, I saw mommy and I would pray for her. I had prayed for her the year before. It's the reason why when she got that flu, I raised my eyebrows and thought she just had the flu. And because I'd followed her and I say that, and my heart is tender as I say this to you because we are real people out there and we bruise when we're hit and we bleed when we're cut. And we're not just issues and opinions and sides and votes.

Beth: [00:52:44](#) Republicans and Democrats in independence. We are human beings with vulnerabilities. And it was one important lesson for me. Let me tell you that I sobbed on my face when that young woman died and I was so glad that God had caused me to know her behind the typical controversies.

William: [00:53:14](#) Wow!

Beth: [00:53:14](#) Yeah.

- William: [00:53:16](#) That's such a good story. Thank you.
- Beth: [00:53:19](#) My pleasure.
- William: [00:53:22](#) Well, I've, I've not been very respectful of your time, but I would love to ask you just two more questions. One that I spend my day thinking about and we deal with all these ministries that have founders or like a founder and what are we going to do now that we're ending the rounded third base and headed toward home and how are we going to plan for that? Have you all had to think about that? I mean, what do you do with that?
- Beth: [00:53:48](#) Yes. I certainly have. I give a lot of thought to it because I'm in a little different situation in that I'm not pastoring a church. This is when I'll pause and let everybody yell. Amen. Really teasing a little bit there, William. That is one of the controversies is the fear that I'm going to take over someone's pulpit. And let me just tell you, it's not going to happen. But, I'm just at a different situation because it's a singular ministry that has been founded on this author's teachings and materials. And so what role do you do with that? So I had a game plan of exactly how it would go, how... and we still do, we still basically do. And even what would happen if I passed away before we had caused it, but I am watching God do something strange.
- Beth: [00:54:46](#) I am really enjoying opening my hands out to him like this and going, do what you want because what he is suddenly doing is bringing me young communicators. This has been ever... I've been this singular communicator there at Living Proof. It's not that there weren't some teachers among us, but nobody, nobody wanted in that spotlight. Nobody did. And you know, my daughters did not, that was not their thing. Both of them can write, but they don't want to stand at a microphone and spend a lot of time speaking and stuff. Like it's not their thing. And it really they came in as a support staff at Living Proof. What was the way it was. Well, all of a sudden I've got these young communicators and I mean I likened to it immediate like, well what are you doing?
- Beth: [00:55:44](#) What are you doing here? And I'm very much very, I even said on my Instagram, if you're wondering if I'm doing this on purpose, yes I am doing this on purpose.
- William: [00:55:54](#) That's good.
- Beth: [00:55:55](#) Because I said this is our responsibility now to put them out in front and to train them and to get them ready and be handing

them these batons. So a lot of my activity over the last couple of years, oh goodness. I guess even one of the last major Bible studies I wrote was on this, cause I wrote on 2nd Timothy that was on Paul and Timothy. It was on very much on raising them up and canning them that baton. So I'm very fixated on it but I am not sure that I will not just someday hand it over to young teachers and I'm... I'd be thrilled. So I'm wide open. Whatever he wants. I love that. I got to tell you, I even feel this way on social media.

- Beth: [00:56:46](#) It's the reason why we've lost control of our time is because I like this. I like dialogue better than monologue. I like team better than running solo. I'm very, very close to the teams I work with. Very, very close to my own staff. I'm very close to my Living Proof live team on the road. We are com padres. It's not, I don't stay in a different hotel. I don't eat at a different restaurant. I love that. So I'd love nothing better than to hand it over and go, girls take the thing and see what the Lord, you don't have to do it my same way.
- Beth: [00:57:21](#) See what the Lord leads you to do.
- William: [00:57:23](#) That's so good.
- Beth: [00:57:24](#) I wouldn't care if Living Proof became where we turned it in. It's a three storey. Like a three storey house. Like a big house that we made into an office building. I would not care if it became a home for women in crisis. I have a heart for that. I am wide open.
- William: [00:57:46](#) That's awesome.
- Beth: [00:57:47](#) I just want to leave it in the hands of servants.
- William: [00:57:51](#) That's all here's to begin with.
- Beth: [00:57:51](#) Yeah. Yeah.
- William: [00:57:53](#) That's good.
- Beth: [00:57:54](#) I don't need it to keep my name on it.
- William: [00:57:59](#) Only an idiot names the company with their own last name.
- Beth: [00:58:01](#) Yeah. That's why I didn't, that's why it says Living Proof.

William: [00:58:04](#) I know we tried not to name mine Vanderbloemen.

Beth: [00:58:06](#) It just... let me tell you, but see where my story would be different from here. I have such an ugly history. I don't want my [crosstalk 00:58:13] do you you know how many times I've been asked to do a study Bible and my answer is NO.

William: [00:58:18](#) Well my... I've got plenty of ugly in my history but we talk to the search engine optimization people, told them here are 300 domain names, pick any one of them. We're not naming it after William. And it came back, and they said, "You know, your last name is so screwed up that it actually Google's wonderfully. You can misspell it a hundred different ways into Google, and you'll end up right back." So we went with it.

Beth: [00:58:41](#) And you're going to end up with the security guard in Wisconsin.

William: [00:58:44](#) That's right. That's right. That's it.

Beth: [00:58:46](#) So it's just going to be two of you. So really, it's either way you're going to be [inaudible 00:58:48].

William: [00:58:49](#) Oh, what a fun time Beth, I really appreciate you being here.

Beth: [00:58:52](#) My great pleasure. Thank you so much for taking that journey with me.

William: [00:58:56](#) Absolutely. Whoa. Last quick question. If you could drop back 35 years and visit with 27 year old Beth Moore, what's one of the things you'd tell her that you know now that you didn't know then?

Beth: [00:59:11](#) I have been asked this question a number of times. Usually about my 20 year old self and because I know what was coming, I know what she had ahead. I all in the world I would do is hug her tight and go baby, you're going to be all right.

William: [00:59:30](#) Wow!

Beth: [00:59:31](#) You're going to think that you're not, but you're going to be all right. I honestly, that 27 year old, I would feel sorry for her. All I knew she had come in. I'd be scared just to say anything to her except Jesus is going to be so faithful to you. He's going to be so faithful to you. Just keep your eyes on him, keep in it for him, and you're going to be all... you're going to be all right. You're

going to be all right. I do believe that, in all the ups and downs and all the crises and all the things that don't go like I wish they would, I am confident that Jesus will deliver me safely home.

- William: [01:00:19](#) That's good. What a good place to end. Beth. Thank you so much.
- Beth: [01:00:23](#) It's my pleasure.
- William: [01:00:24](#) We've prayed for you and are so thankful for all the hits you've taken. Frankly, without you taking those hits, there women that wouldn't be able to do what you're doing right now.
- Beth: [01:00:32](#) Oh, I think about them every single day. Every day.
- William: [01:00:37](#) Well, God gets the credit.
- Beth: [01:00:39](#) Yes He does.
- William: [01:00:39](#) God has built this, and it's continuing to and what a joy to have you on, and thank you all for listening to this first broadcast of our new season of How God Built This. Be sure and put your email address in, you can go to [vandercast.com](#) and you'll find all the things there you need to. Get some show notes and some cool links for Beth and her work and tune in next week to hear another story of What God's doing and how He's building His church.
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[01:02:14](#)

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